

Customer Pleaser

Since the K Liner has been citing customer pleasers each month, K mart 4419, East Rochester, Pennsylvania has tallied up six full-timers who fit the bill. They are: Dolly Roman, Marsha Dawson, Barbara Shrum, Donna Damison, Kim Kolter and Mark Trimble.

This store's philosophy adheres to putting the customer first, showing that extra friendly effort and making time when they don't have any to spare. Pleasing the customer is what K mart is all about to these people. When the customer might be a little annoyed for some reason, a smile could ease the situation until the problem is solved. Saying TYFSOK at the checkout, greeting each customer by name at the service desk or just showing a customer where something is keeps them coming back.

To find out how the employees really feel about the customers manager Mr. Horton posed that question to employees at a recent morning meeting. Paper was passed out and the question was "What do customers mean to you?" Employees were not required to sign their names.

Answers varied but most were sincere and thoughtful. Here are some of the responses.

"Customers mean a lot to me because I have a house payment, I am sending the kids to school and through college."

"Our customers are the real reason we have our jobs but they have become friends even if only on a first name basis. To many, we may be the only friendly face they see that day and it's a chance to let the elderly know that there are people still concerned."

"I love to wait on people, I just love people."

"I treat customers like I want to be treated when I go into a store and become a customer. I find all people are nice if you treat them that way."

When the customer comes through the front door, the employees feel that they are there to help in any way possible. One person quoted the monthly posters by saying that "Every customer contact is a first class encounter. Satisfied customers spread the word that K mart cares!"

I regret the delay in mailing this, but I have been ill and have had a great many responsibilities.

A number of weeks ago I was shopping in your new Philadelphia (Ohio, 3500) store. My son and I ate at the store

cafeteria, where I left a "travelers check" wallet with our grocery money on the seat. In the wallet was \$30-\$40 cash and no identification.

Your clerk from the deli department, Pat Turner, found it and refused even a heart-felt offered reward a few minutes later.

With honest, observant, compassionate employees like Ms. Turner, no wonder K mart is so successful.

Sincerely, Jennifer Mann

I wish to call attention to two exceptional employees at the Donelson Pike store in Nashville, Tennessee (3084).

Diane Peterson is always smiling and not only tells customers where items are but shows them. Also, she checks the stockroom for items and mostly not in the department where she is working. She really knows the stock and location of things.

Also Sandy Jordan is one who is always pleasant and very helpful to customers.

It is so unusual in this day and time to find people like this to assist people. I feel you should know of them.

Sincerely, Frank J. Hadley

I am writing in regards to one of your managers, Mr. I.C. Story, of your K mart store in Florence, South Carolina (4317).

On December 3, 1983, I went to get a Panasonic stereo system (display item) that had been on lay-a-way. Upon receiving this item, a sales clerk assured me that all parts and supplies were enclosed in the two boxes, therefore, I didn't take the time to check the boxes until I got home. When I took the stereo system out of the boxes, I found to my surprise that there was no spindle, no 45 disc, and no instruction manual. Therefore, I immediately called the store and asked for the manager. I explained the situation to Mr. Story and stated that I lived 35 miles (one-way) from Florence and was very disturbed to find the items missing. He took the time to explain why some of the parts were missing due to the fact that it was a display item. He did not try to make excuses why the sales clerk did not check the boxes. He should be commended for his tact and diplomacy in dealing with customers. He stated that he would be responsible for getting the missing items mailed to me. Mr. Story called me at my home after our discussion to ask if it had a needle, which when I checked it, it did not.

Mr. Story has mailed all the parts to me and I certainly appreciate his quick response and action.

A person, such as Mr. Story, makes shopping a pleasure and not a burden, since he wants you satisfied with the

products and does everything he can to see that it is accomplished. With personnel like Mr. Story, K mart can only have a successful and profitable business.

Again, I would like to say that you are very fortunate to have Mr. Story as manager of your store in Florence, and I will be a walking testimony for his sincere concern for K mart customers. With kindest regards, Mrs. Helen H. Smith

I am a real estate broker at Vista Royale in Vero Beach. Ours is a condominium community with 2,200 individually owned condominiums built and sold by our company.

My responsibility is managing, renting and resales. I have been a loyal customer of K mart since they opened in Vero Beach (Florida, 7294). My reason for writing is to compliment your Service Department and Gary Liebling particularly. We had a very difficult problem with a Sharp television set which had to be repaired five times for the same malfunction within the first six months of its purchase from K mart. I was representing the owner, my client. We had problems with the repair company and also with Sharp. These problems and the final solution covered six months. During this, Mr. Liebling was most supportive and helpful and shared my concern and obligation. Finally K mart replaced the television set at no cost to my client. I feel this was equitable under the circumstances and having spent 30 years in retailing can appreciate service problems. I will continue to recommend and shop at K mart because of their fair and honest service program. Respectfully, Robert J. Grossman

I am writing to inform you of the very alert security people working in the North Canton, Ohio store (3243).

I recently was shopping in this store and before leaving I was notified by the security people that I was being followed by two people, and should not leave the store as these two people were now in the parking lot watching my vehicle. There were security people in the parking lot who were watching what was going on. The North Canton police were notified and arrived, at which time the two people immediately left the parking lot. I told the security people I had just come from the bank. I had a large sum of money (cash) on me plus my saving account book. Had your people not been doing their jobs, I would have been an easy target. I am so thankful I stopped at the K mart store instead of having gone directly home as I would not have had the protection.

I wanted to write you and let you know your employees in the North Canton store are doing a fantastic job serving the community and should be recognized.

Thank you, Mrs. Robert Humbert

This letter was intended to be a "gripe" letter, but due to the outstanding job done by one of your assistant store managers, Mickel Hatcher, it has been turned into one of accolade.

Several months ago your firm ran ads for Casio sports watches but none of the Lafayette stores had them in stock. We were given rain checks for two watches but then heard no more.

Your Christmas flyer again advertised the watches and again, none of the Lafayette stores had them in stock.

I asked to see the manager as I felt it was a little out of line to keep advertising items which you do not have. He was most courteous and assured me that he would do everything possible to see that I got a watch. I wanted the watch as my daughter wanted to give it to her brother for Christmas.

Within two hours, Mr. Hatcher (Lafayette, LA 7448) called me back to let me know that he had located a watch. I took the call at the counter of my business in front of several customers and let them know of his outstanding service.

In this day of so many having an attitude of "who cares," it is so pleasant to meet a young man who cares about doing such a good job.

Mr. Hatcher is to be commended and you are to be commended for hiring such outstanding personnel. Yours truly, C. W. Nolan

